



Quick Guide 5: Engaging Your School Community in Environmental Campaigns

This guide is suitable for Headteachers, Senior Leadership Team, Governors, Sustainability Leads, PTA members, and anyone on school staff with an interest in the environment, in all state-funded primary and secondary schools in West Sussex.

Purpose

This guide aims to explain how West Sussex Wastebuster can provide schools with ideas and strategies to successfully launch environmental campaigns that engage both students and the wider community.

Key Benefits

- **Increased Engagement:** Motivate campaign participation and across the school and local community.
- **Savings and Rewards:** Mobilise your school community to decrease spending on energy, water, and waste disposal and benefit from campaign and service rewards (e.g. free books and book vouchers)
- **Community Partnerships:** Strengthen relationships with local groups, businesses and individuals through school engagement in collaborative campaigns.
- **Educational Impact:** Raise awareness about sustainability and promote behaviour change, with opportunities to support and enrich curriculum teaching using over 1,000 curriculum-aligned resources.
- **Environmental Impact:** Empower pupils to lead meaningful action in school and at home, with accountable carbon footprint reduction and other environmental impact reductions linked to consumption, resource management, and protecting biodiversity.
- **School and Pupil Recognition:** Wastebuster Campaigns, the Planet Protector Challenge are designed to support schools in recognising pupil engagement and efforts, as well as to provide opportunities to celebrate the actions and impact of individual schools.

Quick Start Steps

- **Use Wastebuster's planning templates and guides provided for each campaign** – these can help you outline, plan and deliver campaign and wider school goals.
- **Engage both staff and parents early to secure support.**
- **Launch the campaign with a school event and ongoing activities.**
- **Consider the use of the supporting campaign education resources** to both increase your campaign success and support/enrich curriculum teaching.
- **Engage your PTA and other school supporters/partners.**
- **Consider how your school can engage its wider local community** – this can help schools achieve and receive more rewards for participating in some of Wastebuster's campaigns (see Recycle to Read – Toy Recycling Campaign).

Core Features and Tools

- **Build a Team for Success** - Wastebuster provides a range of guides and resources schools can use to develop support structures for environmental learning and action in school. From guidance for teachers/sustainability leads, engaging your PTA, the formation of a school eco-team/council, up to embedding sustainability as a core principle within your school as an organisation.

- **Make a Plan** – Wastebuster's year planners for **primary** and **secondary** can help schools identify and plan engagement in Wastebuster and other national campaigns and initiatives across the year. The **Planet Protector Challenge** (PPC) provides Primary Schools with a flexible framework to plan, track, and celebrate participation in multiple campaigns and initiatives throughout the year. All schools can use the **Climate Action Planning framework** to plan and record the impact of their campaigns and support compliance with DfE policy on climate action.
- **Use Campaign Templates** - Ready-made planners to simplify campaign planning, delivery and celebration.
- **Case Studies and Success Stories:** Wastebuster provides examples of impactful campaign activities undertaken by other schools to serve as inspiration and celebrate outstanding effort.
- **Community Outreach Support:** Campaigns include a package of resources to help schools connect with their immediate school community and local businesses and groups.
- **Tracking and Reporting Tools:** Monitor energy, water, and waste savings to measure environmental and financial performance via your **school account**.

Best Practices and Tips

- **Encourage and support students to take leadership roles** - to increase ownership and enthusiasm.
- **Use events like assemblies and parent evenings to promote campaign activities.**
- **Check the West Sussex Schools Homepage**, and Wastebuster email updates for announcements of external support for WSCC schools – e.g. to hold campaign assemblies.
- **Use Wastebuster Campaigns and accompanying campaign packs** to simplify campaign participation and improve outcomes for your school.

Measuring Success

- **Track** - participation rates, campaign activities, and environmental impact through feedback and Wastebuster's tracking tools in your **School Account**.
- **Share** - campaign achievements with your school community and stakeholders.
- **Celebrate** – As well as celebrating your individual school achievements, your school data also contributes to the collective WSCC schools' Achievement' tracker on the **West Sussex Wastebuster Homepage** – your school community can take pride in helping create large-scale change/impact with other local schools.

FAQs

- ***How can we increase participation in our campaigns?***
 - **Engage the whole school community**, where appropriate—staff (SLT, teachers, office and facilities staff, etc.), PTA/PTFA, service providers (e.g., catering contractor if looking at food waste), school club, and other partners.
 - **Engage your local/extended community**, where appropriate – for example, the **Recycle to Read – Toy Recycling Campaign** is designed to support participating schools; however, as the recycling service is located in local supermarkets, the whole community can participate and support participating schools to help them get rewards or prizes.
 - **Use Wastebuster campaign promotional and education resources** – these are provided to help schools maximise engagement and impact of their campaign activity.
- ***What resources are available to help plan a campaign?***
 - This varies from campaign to campaign; however, most Wastebuster campaigns provide a digital campaign pack that includes a range of promotional materials, such as printable posters and stickers (sometimes also available in hard copy), parent mail templates, campaign logos, and web banners.
 - Campaigns also come with accompanying awareness and education materials that can be used in classrooms, by eco-teams, school clubs and/or set as home learning activities. These can both support/enrich curriculum teaching and help carry campaign messaging and calls to action into pupils homes, helping increase campaign awareness and participation.

Additional Support and Contact Information

- Contact us: info@wastebuster.co.uk
- Website: wastebuster.co.uk/west-sussex